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ABSTRACT

Eastern Michigan University's (EMU) bachelor's (B.A.) and master's (M.A.) programs in Language and International Trade began in 1978, and have awarded 181 B.A. and 249 M.A. degrees in their first 10 years. Two surveys of program graduates revealed that most are employed in jobs with international concerns. Alumni observations strongly reflected the difficulty of breaking into the business world and recommended strengthening both the language and business components of the programs. This and other input led to major program revisions. In the undergraduate program, the major changes involved raising business and foreign language course level requirements. The master's program, originally conceived for U.S. students with a traditional undergraduate concentration in a foreign language, was found to be serving mostly foreign students with a business administration undergraduate concentration. In addition, the entry and exit requirements in business and economics were raised. Both programs are currently seen as responding to a national need for courses in English as a Second Language, French, German, Japanese, and Spanish for business. The EMU curricula are being replicated in varying forms in a number of other institutions. Appended materials include enrollment and degree award data, United States economic dominance data, and program and requirement descriptions. (MSE)

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AN UPDATE ON THE E.M.U. LANGUAGE
AND INTERNATIONAL TRADE PROGRAM:
CURRENT STATUS AND RECENT CHANGES IN REQUIREMENTS

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FL 018915

An Update on the E.M.U. Language and International Trade Program: Current Status and Recent Changes in Requirements

A Paper Read at the Eastern Michigan University Conference on Languages
and Communication for Business and the Professions
March 30, 1989

by Eleanor Chatman, B.A., and J. Sanford Dugan, Ph.D.

In the fall of 1978, Eastern Michigan University, with the help of a grant under Title VI of the Higher Education Act, instituted two programs in Language and International Trade, one leading to the B.A. and one leading to the M.A. From the beginning up through December 1988, E.M.U. has awarded 181 B.A.'s and 249 M.A.'s in this specialization. (See Figure 1, Number of B.A.'s and M.A.'s Awarded in LIT by Academic Year.) Two surveys of alumni have been carried out with results pointing to the success of graduates from these programs. At present, both programs show strong enrollments (see Figure 2, Current Enrollment in B.A. and M.A. Programs in LIT by Semester); they are meeting a clear national need for improving Americans' international capabilities; and they serve as a model for international programs in other colleges and universities.

We should like to sketch briefly the evolution of Language and International Trade, including recent changes, demonstrate its current value, and show how it has been adopted elsewhere.

Evolution and Current Status

In the mid-1970's foreign language programs in colleges and universities were in a state of crisis, following the upheavals in education that had characterized the preceding decade. At Eastern Michigan University, efforts were underway to find a new direction for students interested in foreign languages. With generous assistance from colleagues across campus, the Department of Foreign Languages, collaborating with the Departments of Economics, Geography and Geology, History, Political Science, and especially, with the College of Business, launched the M.A. and B.A. programs in Language and International Trade. From the outset, the guiding principle was that a businessperson looking at job candidates would consider business skills as a *sine qua non*, but that a candidate with both business skills and a foreign language would be seen as more valuable than a candidate with just business skills. For these reasons, both programs are weighted more heavily in business than in foreign languages.

Both programs also included the requirement of a cooperative work experience in business administration.

The results of the first survey, carried out by Dr. Raymond E. Schaub in the fall of 1983, were more than encouraging. The response rate was 40% and showed that of those reporting, two thirds were employed in a job having to do with international concerns. Even 70% were using a foreign language to some degree in their work. The second survey was conducted in the winter of 1987 as part of a general Department survey under the direction of Dr. Jean S. Bidwell. With a 26% response rate, this survey confirmed that three quarters of respondents were employed in international fields; 56% said they had some use for a foreign language in their job.

The surveys also provided an opportunity for alumni/ae in the field to comment on their experience and to evaluate the programs. Their observations reflected the difficulty of breaking into the business world and strongly recommended a strengthening of both the language component and the business component of the program. This, along with other input, led to major revisions in the undergraduate and graduate programs. In all cases, the overall number of credit hours required did not change; rather, the level of expectation in academic course work was raised. For a closer look at these changes, we shall consider the two programs separately.

The undergraduate program lies in the context of a Bachelor of Arts degree requiring 124 semester credit hours. Sixty of those hours are devoted to the group major in LIT. Those 60 hours are divided as follows: 30 hours in the College of Business, including 21-24 hours to complete a minor concentration in a functional area of business, such as marketing, finance, etc.; 18 hours in foreign language courses; six hours in a team-taught history and geography course; three hours in political science; and a three-hour cooperative education internship as a salaried employee helping to administer a business enterprise. That overall framework has not changed since the program's inception. The two major changes occurred in the level of courses required in the 18-hour foreign language component.

In the first years, the foreign language component offered a sequence of courses starting at the beginning level and going up through the 300 level. It soon became clear that the business language concentration was needed at higher levels once some language competence had been acquired. In addition, students coming into the program with several years of foreign language already completed were performing at a higher level than

anticipated. For these reasons, in about 1983, a two-course sequence in business language at the 300 level was created, and, in December 1984, the program requirements came to include one additional language course at the 300 or 400 level, and another additional language course at the 400 level. This represented an abrupt raising of the bar. These changes were consistent with the recommendations from the Schaub survey of 1983.

The next major increase in expectations occurred in March 1987, when the level of requirement in business language courses was raised from two 300-level courses to one 300-level course (with another 300-level course as a pre-requisite) and two 400-level courses. The additional language courses remained as required. This brings us to the present status of the foreign language component. Of the 18 hours of foreign language required, all must be taken at the 300 level or above.

For both of these changes, as the level of expectation was raised, it meant that the clientele being served was different. Students coming to E.M.U. with no foreign language study would have to take more credit hours in order to reach the required levels, while those students who had had previous experience in the language now found an academic challenge more suited to their background.

While the present paper is devoted to the Language and International Trade Programs, it is appropriate to mention in passing that a response to the alumni/ae calls for strengthening the business component is the newly initiated Language and World Business Program. This innovative program contains the same elements as the undergraduate LIT program but goes well beyond it in the business area. In addition to a core of 33 semester hours of business courses, the student must complete a 24- to 27-hour major in a business specialty. In this case, the raised expectation is matched by a compensation, for the student receives not only the B.A. but also the B.B.A., Bachelor of Business Administration. Since its inception in the fall of 1987, the LWB program has awarded one degree. Present enrollment stands at about two dozen.

In the M.A. program, several changes have occurred, a few demographic changes and one recent programmatic change. We shall describe the demographic changes first. As originally conceived, the M.A. program was aimed at the traditional American student who had majored or minored in a foreign language in the undergraduate curriculum. For that student, the program provided 18 semester credit hours of graduate courses in business and economics and 12 hours in the language of his or her specialty, or, if

the student was already proficient in a second language (that is, for true bilinguals), 10 hours of beginning work in a third language. Two problems arose early on. The first was that the beginning- level graduate courses were being populated not only by bilinguals but, to a certain degree, by students who had had no training or experience in any foreign language. This was seen by some as a lowering of standards.

A second factor has been a gradual raising of the level of foreign language proficiency required for entry into the program. In the early going, students with no foreign language took the beginning courses; students with advanced proficiency took the advanced graduate level courses; and students in between were accommodated with a patchwork of undergraduate classes and independent study. As Department enrollment in other courses increased, however, this untidy situation was resolved by requiring that students enter the program with foreign language skills at the level of the advanced graduate courses or by having to make up that deficiency with successful work in appropriate undergraduate courses. The result was a sharp decrease in the number of traditional American students enrolling for the M.A. in Language and International Trade. A third part of this picture derives from the launching of a course in "English as a Second Language for Special Purposes: Business" aimed at the foreign student. This course quickly drew bilingual students away from the beginning course in a third language.

These three factors taken together have led to a situation today where a program originally designed for Americans who had completed a traditional undergraduate concentration in foreign language and who wanted to acquire business expertise is now serving mostly foreign students who have completed an undergraduate concentration in business and who want to improve their English language skills.

In all of these changes, an on-going problem but one that is ancillary to today's topic, has been whether native speakers of a language should be allowed to take the degree, either the B.A. or the M.A., in their native language. The question comes down to whether courses in the foreign language component are to be considered purely language courses or whether their content, especially at the upper levels, has an important enough role to make the course valid for native speakers. This issue has served to occupy many hours of debate. In general, we strongly discourage native speakers from taking the program in their native language, but there are exceptions.

The programmatic change that has taken place in the M.A. program and

which is scheduled to go into effect this fall was engendered in part by feedback from the Bidwell survey of 1987. It is aimed not at the language area but, rather, at the business and economics areas. Generally speaking, this revision increases both the entrance requirements and the exit requirements. Under the new rules, to enter the program, the candidate must have had courses in micro-economics, macro-economics, accounting, and computers in business. Once admitted, the student must take two courses in international economics and an increased number of hours in business. The language component and the cooperative education component remain the same.

Present Value of the Programs

When these programs were instituted over ten years ago, it was only beginning to be clear that the world economy was changing. U.S. trade deficits were troublesome but not yet causing elections to be won or lost; the Japanese share of the automobile and electronics markets had not yet reached alarming proportions. One of the few indications of support for programs such as ours was the Report of the President's Commission on Foreign Language and International Studies. Today, stories on international trade are common fare in the press. Last year saw the passage of a federal law tightening restrictions on international trade. The U.S.-Canada Free-Trade Agreement has just come into force. Certain commentators are becoming hysterical about "Fortress Europe"; fortunately, only a month or two ago, U.S. trade negotiators and the European Commission agreed to avoid escalation of the dispute over trade in agricultural products across the Atlantic. The term Pacific Rim has recently entered the national lexicon as we become aware that Japan and the Four Tigers (South Korea, Taiwan, Hong Kong, and Singapour) account for more of our foreign trade than does western Europe. While the international concept of North-South has limited use in the U.S., "Third World" and "international financial markets" are more and more familiar. A recent graph in the Christian Science Monitor demonstrates clearly how in four and a half decades Japan and the countries of Europe have developed to capture a substantial share of the world economy. (See Figure 3, Dwindling U.S. Dominance of Global Economy, the Econoclast Advisory Service, reprinted in The Christian Science Monitor, Thursday, March 9, 1989, p. 9).

In this regard, the E.M.U. Language and International Trade programs and the Language and World Business program are responding to a national need by offering training in English as a Second Language, French, German, Japanese, and Spanish for business. We want to make special mention of

Japanese, for it is here that the programs continue to be innovative. Starting in 1984 with Beginning Japanese, the Japanese language program has grown steadily every semester. At present, Japanese is available in the B.A. programs (LIT and LWB), and there are plans to offer it soon in the M.A. in LIT program. We have one full-time instructor in this language and are seeking a second.

Replication of the Model

When the E.M.U. programs were established, there were no other similar curricula which combined, at both the graduate and undergraduate levels, a strong emphasis in business, a sound basis in foreign language, and a practical training experience. The American Graduate School of International Management had been offering advanced training at the graduate level. Soon the Masters in International Business was set up at the University of South Carolina, and the Lauder Institute followed suit. The E.M.U. model was, however, closely followed in new programs brought into being at Auburn, Southern Illinois University (Carbondale), and most recently, at Clemson University.

Time does not allow us to go into detail on other aspects of the LIT program that have earned wide recognition. Certainly participation in the International Cooperative Education Exchange, which places students in a salaried position using their language in the target country, remains one of the most cherished aspirations of many of the students attracted to the programs. In another area, the present Conference, currently in its eighth year and which brings together annually several hundred professionals from the U.S. and abroad, provides an ongoing forum for developing what is coming to be recognized as a vital field of academic endeavor.

Conclusion

What began as an attempt to re-orient a traditional foreign language program relying on literature to one with a more practical application of languages has grown dramatically and become part of what is being recognized as an established field of academic pursuit. Much remains to be done, and the challenge of opening new paths of intellectual endeavor, as well as the appeal of studying other lands, continues to make language and international trade an attractive specialization.

For a reprint or further information, contact:

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Figure 1.
Number of B.A.'s and M.A.'s Awarded in LIT by Academic Year

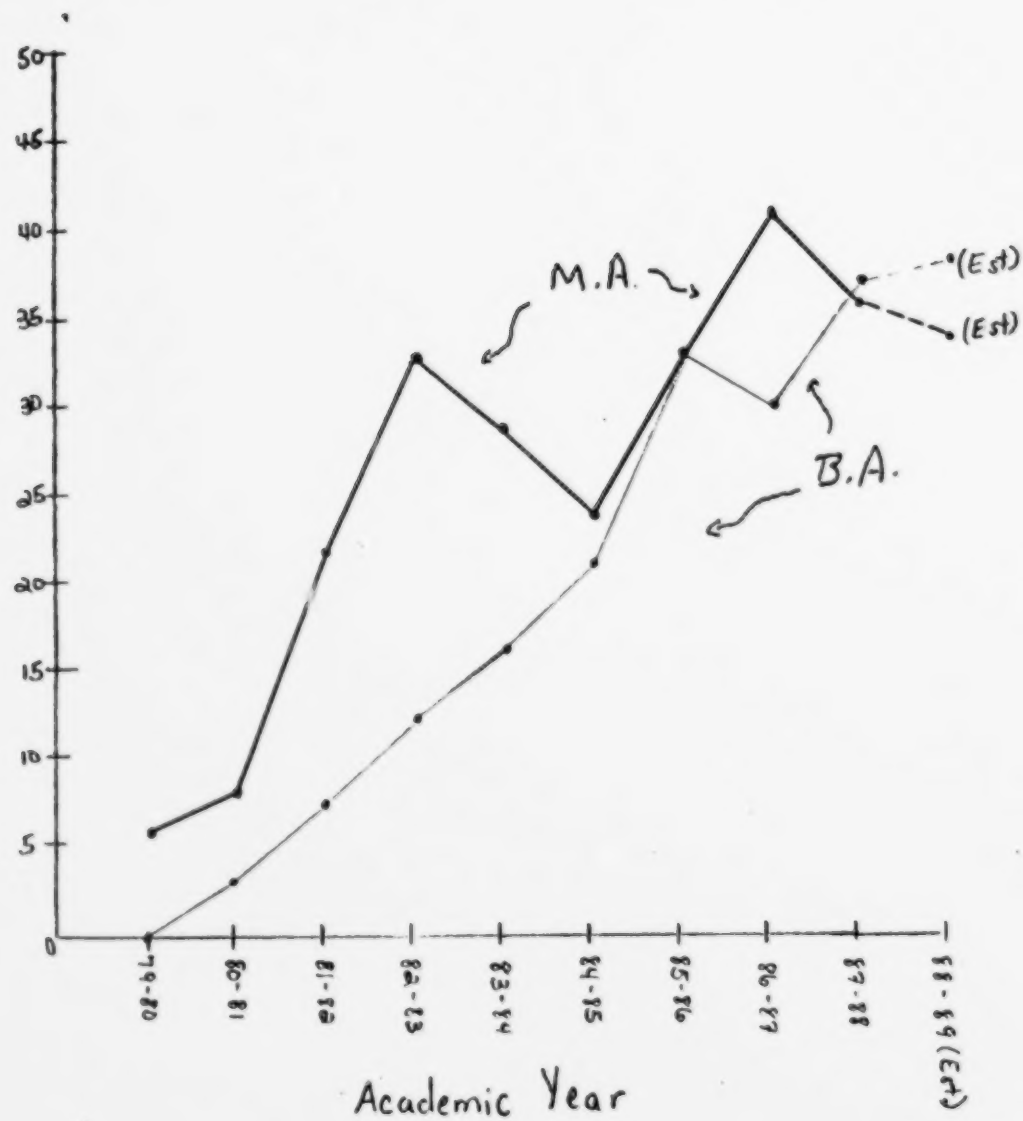
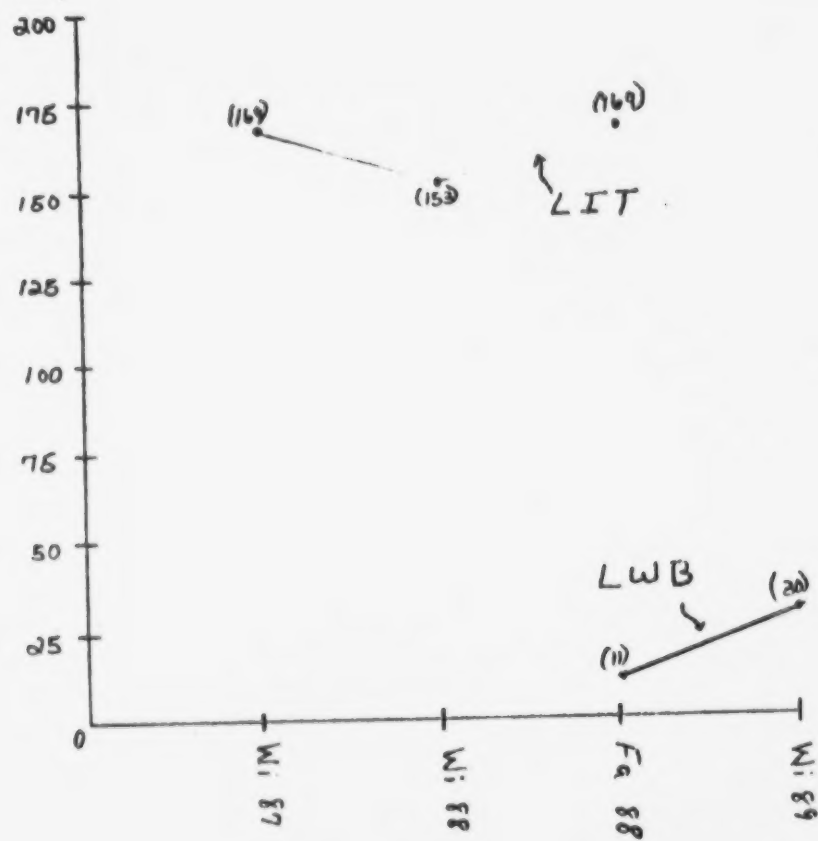


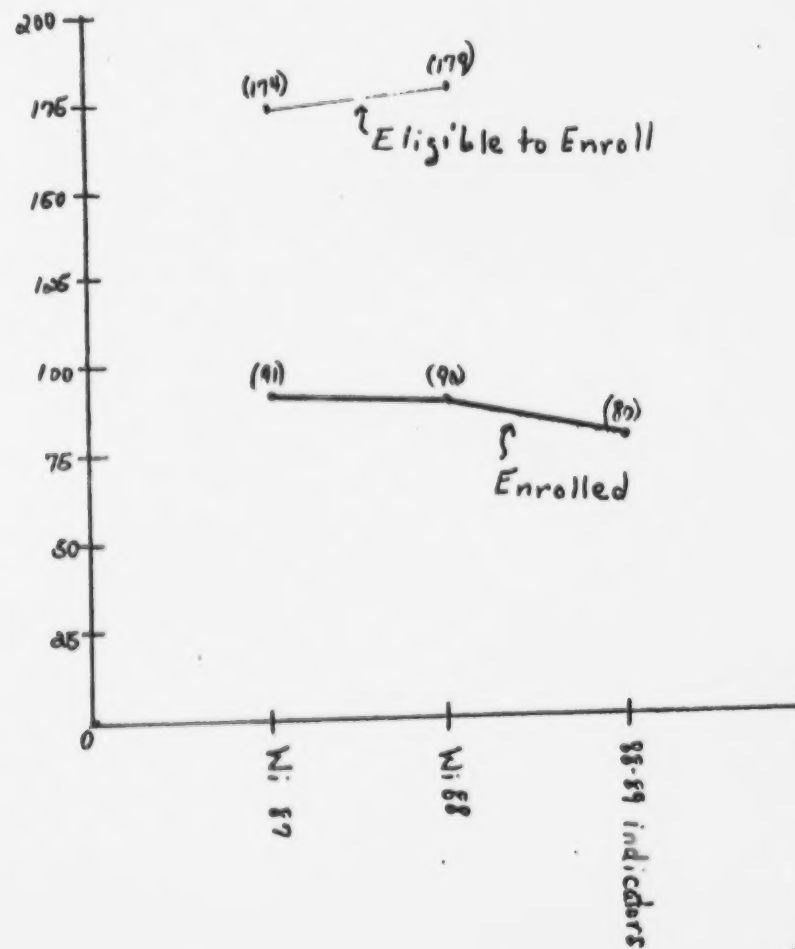
Figure 2.
Current Enrollment in B.A. and M.A. Programs in LIT by Semester

Current Enrollment - B.A.
LIT - LWB



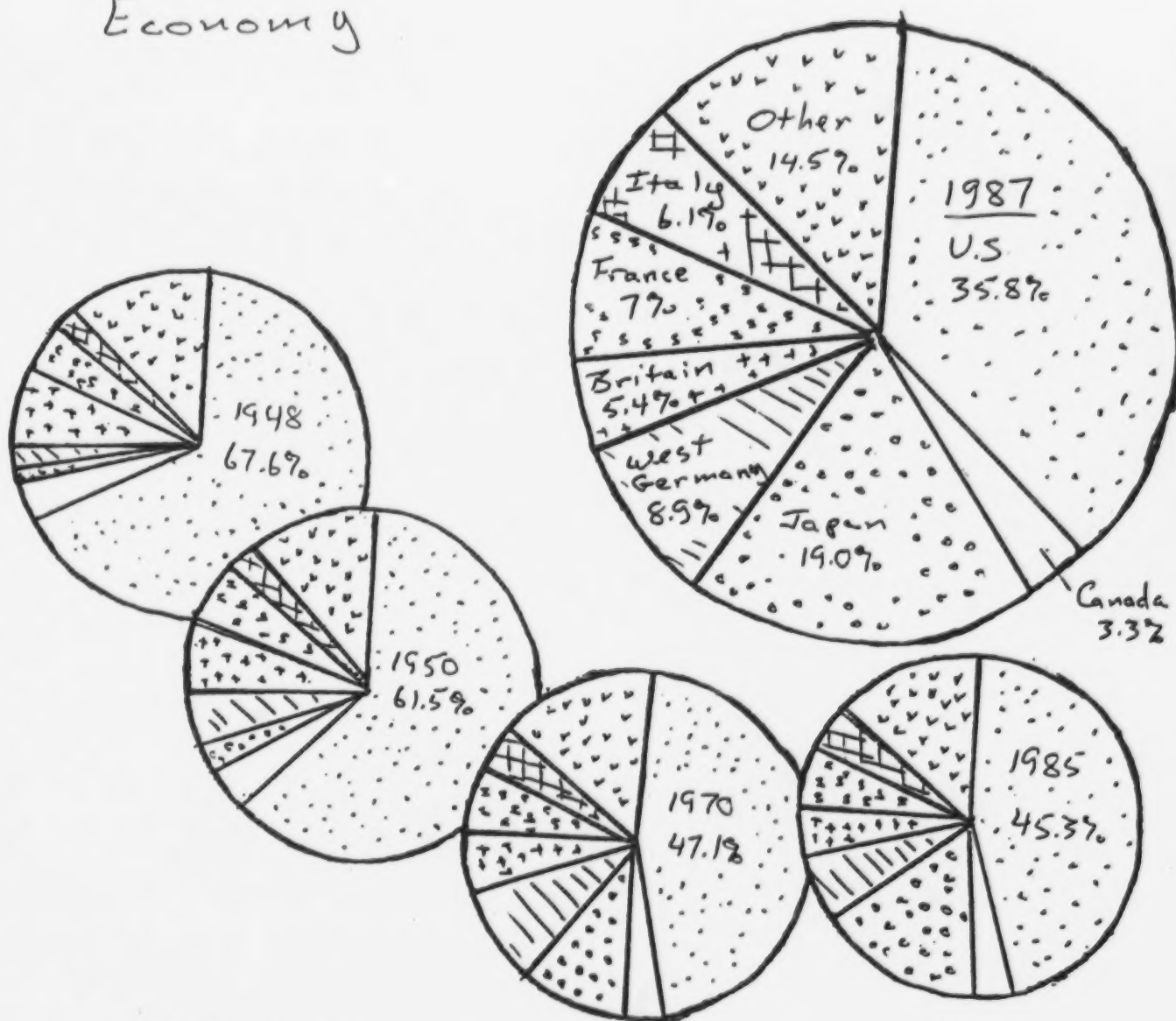
11

Current Enrollment - M.A.
Eligible - Enrolled



12

Figure 3.
Dwindling
U.S. Dominance of
Global
Economy



Source: The Econoclast Advisory Service,
reprinted in The Christian Science Monitor, March 9, 1989, p. 9

EASTERN MICHIGAN UNIVERSITY

LANGUAGE AND INTERNATIONAL TRADE

COLLEGE OF ARTS AND SCIENCES



The program:

THE MAJOR IN LANGUAGE AND INTERNATIONAL TRADE is designed to integrate the study of modern foreign languages and cultures with preparation in the field of international trade and business. The major objective of the program is to provide students with skills, knowledge, and understanding needed to function in a foreign environment. Students completing this group major have met the major and minor requirements for graduation. No outside minor is needed.

Students in French, German, Japanese and Spanish have the option of participating in a cooperative work exchange in an area of the world where French, German, Japanese or Spanish is spoken. Students may take examinations leading to certification in Business French, German or Spanish.



The requirements:

Group major in language and international trade	Sem hours
(Non-teaching)	60

1. Required courses 57
 - a. Business and economics courses 30
 - Business minor 21-24
 - Students must complete requirements for a minor in an operational area of business of their choosing. These areas include marketing, management, accounting, finance, business computer systems, general business and office administration, among others. Special combinations of business courses equivalent to a minor are possible in consultation with an adviser.
 - MKT 460 International Business 3
 - ECO 370 Comparative Economic Systems or
 - ECO 480 International Economics 3
 - b. Language and area studies courses 27
 - Language courses 18
 - Students must choose one language in which to specialize—we currently offer French, German, Japanese and Spanish—and must complete 18 hours in that chosen language. This 18-hour minimum must include:
 - FRN/GER/JPN/SPN 361 French/German/Japanese/Spanish for International Trade, FRN/GER/JPN/SPN 446 and 447
 - Business French/German/Japanese/Spanish
 - One additional language course at the 300 or 400 level and

one additional language course at the 400 level. Students with prior language study or knowledge will be placed at an appropriate level in consultation with an advising coordinator.

- Geography/history courses 6
- GEO/HIS 316 History and Geography of Modern Europe.
- GEO/HIS 317 History and Geography of Spanish America or GEO/HIS 326 Modern Asia

Three of these credit hours may be used as electives in history and geography; prerequisite is GEO 110 World Regions and either HIS 101, 102 History of Western Civilization, or HIS 105 The World in the 20th Century.

- Political science courses 3

Choose one course from the following:

- PLS 211 Introduction to Comparative Government, PLS 212 Introduction to International Relations, PLS 341 International Law, PLS 342 International Organization, PLS 354 Government and Politics of Canada, PLS 367 Contemporary Political Systems of Latin America, PLS 412 Comparative Legal Systems

2. Field experience 3

- FLA 489 Internship in International Trade or FLA 387, 487 Cooperative Education in Language and International Trade



Employment opportunities:

The following careers are open to graduates of the language and international trade program:

- International Transportation (flight attendant, pilot, travel agent, tour guide, hotel manager)
- Communications (foreign correspondent, reporter, filmmaker, translator, interpreter, publisher, literary agent, overseas operator, public relations agent)
- Foreign Trade and Banking (banker, international lawyer, export manager, overseas sales representative, fashion buyer, bilingual secretary, marketing analyst, international consultant, stockbroker)
- Government (foreign service officer, armed forces, librarian, nurse, doctor, UN translator or interpreter, customs official, intelligence analyst, agricultural adviser)



Special program notes:

ADVISING is available from appropriate advising coordinators who will recommend specific courses required in each language pattern.

A placement test is required of all students of foreign language unless they are taking their first course in a foreign language or unless they successfully completed their last course in that foreign language at EMU. Because foreign language proficiency rapidly decreases through lack of use, the placement test is strongly advised also for students whose last course in a foreign language at EMU was completed more than one year before the semester for which they are currently enrolling.

The placement test is given at the beginning of the fall and winter terms. Students should inquire at the Department of Foreign Languages and Bilingual Studies Office for the exact date, time and place. There is no fee for this test, but evidence of EMU registration in an appropriate foreign language course must be presented by the student at the time of the test.

Because students will need to register for their foreign language before knowing the results of the placement test, we have given below some rough equivalencies that may be used as an indication of the class level in which the student would probably place. After the results of the placement test are known, the Foreign Language Department will assist the student in switching his or her registration to the appropriate course without incurring financial penalties.

Any course for which the student registers before having been notified of his/her placement must be considered a provisional registration, to be adjusted as needed in light of the placement test results. Because changing to another foreign language class may necessitate adjustment of schedules, students should arrange their class schedules so that the appropriate periods for the next higher or lower level class will be free if a schedule change is needed.

In using the rough equivalencies given below to guess the language level for which to register, one must keep in mind that these equivalencies are a very rough and general estimate that must, perforce, ignore important factors such as the actual grades the student received, his school's or his teacher's standards, the amount of time elapsed since the last course was completed, etc.

One to two years of high school would probably place in 121

Three years of high school would probably place in 122

More than three years of high school would probably place in 221 (except in Spanish) and/or 233. In Spanish, most would probably place in 201.

For every year elapsed between the present and the last completed course in your foreign language, go down one level (e.g. from 200 to 100, etc.).

Department Residency Requirements:

1. "Residency," for the purposes of this section, means registering for, attending, and successfully completing the required courses.
2. Major or minor in language, business language, literature or culture (non LIT):

Department residency requirements are that majors in a foreign language must complete at EMU 12 credit hours consisting of the appropriate courses on the 300 or 400 level for the major chosen. Minors in the foreign language must complete either a) 343 and 344, or b) six (6) hours on the 400 level for which the student has the prerequisites.

3. Language and International Trade Major:

Students must complete at EMU the following nine credit hours

in French, German, Japanese, or Spanish: 361, 446, and 447.

Oral Proficiency Interview Requirement:

All students on teaching curricula in Foreign Languages and Bilingual Studies shall be rated in an oral proficiency interview conducted by an oral proficiency tester certified by ETS-ACTFL. The interview shall take place in the last semester prior to graduation.

ADVISING COORDINATORS:

French: Benjamin W. Palmer

German: Sharon Robertson

Language and International Trade: See the list of coordinators by appropriate language area in the department office.

Spanish: Ana Maria McCoy



For more information:

Call or Write:

For Language and
International Trade Program
Information

Foreign Languages and
Bilingual Studies
Department
219 Alexander Music Building
Eastern Michigan University
Ypsilanti, Michigan 48197
(313) 487-0130

For Admissions Information

Office of Admissions
214 Pierce Hall
Eastern Michigan University
Ypsilanti, Michigan 48197
(313) 487-3060

*Eastern Michigan University is an
affirmative action/equal opportunity
employer and educational institution.*

EASTERN MICHIGAN UNIVERSITY

MA in Language and International Trade
 (30 graduate credit hours)
 (proposed for Fall 1989)

The Department of Foreign Languages and Bilingual Studies in co-operation with the Department of Economics and the College of Business offers a program of study leading to an interdisciplinary degree: the Master of Arts in Language and International Trade. This program promotes the combining of foreign language skills and cultural knowledge with those of business and economics to better prepare students for the realities of the international business arena, the world market as presently structured, this degree is designed for liberal arts majors with a high degree of proficiency in a foreign language and an interest in developing an understanding of business and economic principles.

ADMISSION REQUIREMENTS

Applicants to the Language and International Trade Master's degree program must:

1. Possess a minimum overall undergraduate grade point average of 2.75
2. Declare foreign language which they will use for the Language Area requirement on their Application for Admission to the Graduate School (ex., Language and International Trade - French). Native speakers of a language may not elect that language without permission of the language section concerned.
3. Submit a statement of their reasons for pursuing this degree.
4. Have two of their former university teachers fill out our recommendation forms and send them directly to the Department of Foreign Language & Bilingual Studies. (EMU graduate students applying for a transfer should have an EMU professor and their current EMU advisor write them letters of recommendation.)
5. Meet the background requirements stated below:

In order to be regularly admitted to the M.A. in L.I.T., a student must have completed the following at the undergraduate level.

A Foreign Language

Non-native speakers of French, German, Japanese or Spanish must possess at least a minor in that language with a grade point average of 3.0, or the equivalent proficiency.

Non-native speakers of English must possess a minimum score of 520 on the TOEFL or 80 on the MELAB.

B Economics

a two course sequence in macroeconomic theory and policy
a two course sequence in microeconomic theory and policy

(If students do not meet the above requirements, they may be granted conditional admission and required to complete either ECO 201 and 301 or ECO 501 for macroeconomics and either ECO 202 and 302 or ECO 502 for microeconomics. Students must achieve an overall GPA of B or better in deficiency courses.)

C Business

a course in the principles of accounting
a course in basic computers in business

(If they do not meet the above requirements, they may be granted conditional admission and required to complete either ACC 240 and 241 or ACC 501 for accounting and MTH 118 plus CSC 136 or ORI 215 for basic computers. Students must receive an overall GPA of B or better in deficiency courses.)

PROGRAM REQUIREMENTS

A Foreign Languages (a minimum of 10 credit hours)

Students using French, German, Japanese or Spanish to fulfill the foreign language requirements must elect 10-12 hours of graduate credit in that language area, six hours of which must be 600 level business language courses taken at EMU.

All non-native speakers of English can use ESL 642 and 648, 10 hours, to satisfy the foreign language area of the degree, except students who meet both of the following.

1. Who come from a foreign country in which the language used in the school system is English; AND
2. Who have been in the United States for more than one year.

B Economics (a minimum of 6 credit hours)

All LIT students are required to take:

- ECO 508 International Trade (prerequisites either ECO 201 and 301, 202 and 302 or ECO 501 and 502)
ECO 509 International Monetary Systems (prerequisites either ECO 201 and 301, 202 and 302 or ECO 501 and 502)

68

Other credit hours can be selected from among the 500-level economics courses with the aid and approval of the LIT Graduate Advisor.

C Business (a minimum of 12 credit hours)

All LIT students are required to take:

ORI 501 Introductory Probability and Statistics for
Business (prerequisites MTH 118 and 119)
MKT 510 Marketing

Other credit hours are to be selected from among the 500 level business courses with the aid and approval of the LIT Graduate Advisor. At least one of these shall be a business course with an international focus.

CO-OPERATIVE EDUCATION (3 credit hours)

To complement their academic training and enhance their professional preparation and chances for future employment all students are expected to complete a 15 week cooperative education assignment, in the public or private sector, provided an appropriate position can be found. U.S. students may undertake this assignment either in the U.S. or in France, Germany or Spain, while ESL students may elect only the U.S. Coop. In all cases, they must satisfy the requirements of the coop for which they are eligible.

A U.S. COOP PLACEMENTS

To be eligible for this placement, a student must have achieved at least a 3.0 GPA and have completed at least 12 hours of graduate business and economics courses as well as half of the FL requirements. If the student meets these requirements she/he should make an appointment with the LIT COOP advisor (219 Alexander, telephone no. (313) 487-0130) at least six months prior to the semester in which the student would like to begin the Coop assignment.

B OVERSEAS COOP PLACEMENT

To be eligible for an International Co-operative Education Exchange placement, a student must have achieved at least a 3.25 GPA and have completed 18 hours of graduate business and economics as well as the foreign language requirement for the M.A. in LIT. The student must also pass an oral interview conducted by the language section with whom she/he is studying at least seven months before the date in which the student wishes to begin the international coop assignment. Please see the LIT Coop Advisor for further information (219 Alexander, telephone no. (313) 487-0130).

1/89

Joint Degree Curriculum for the Bachelor of Business Administration and Bachelor of Arts in Language and World Business

Offered by the College of Business and the
College of Arts and Sciences

Graduation Check List

The joint bachelor of business administration-bachelor of arts degree in language and world business program is designed so that the student can finish the joint degree in 154 credit hours, including all free electives. This is ordinarily a 10-semester program.

In some cases, courses taken to meet specific program requirements also may satisfy Basic Studies requirements, as in the case of economics and mathematics and some language requirements.

The four parts of the program are 1) Basic Studies, 2) specialized studies in language and social science, 3) business core and business major and 4) other international courses. These four parts are outlined below.

The curriculum described meets the major and minor requirements for graduation. No outside minor is needed.

Note that students can sometimes test out of certain Basic Studies courses for up to 30 hours by using the CLEP examinations. See the Undergraduate Catalog.

Students must seek admission to the College of Business before enrolling in its upper division (300- or 400-level) business courses.

Effective Fall 1987 - Winter 1988

1. BASIC STUDIES

Sem hours

Language 8-12

One course in English composition or, if eligible, a foreign language course.

One course in fundamentals of speech.

One elective course in foreign language. (See Note in 2. below)

Science and mathematics 10-12

(No more than two courses in one department)

One laboratory science course (PSY 102 General Psychology recommended)

MTH 118 Mathematical Analysis for Social Sciences I or

MTH 122 Calculus II

MTH 119 Mathematical Analysis for Social Sciences II or

MTH 120 Calculus I

Social sciences 15

GEO 110 World Regions

PLS 112 or 113 American Government or

PLS 202 State and Local Government

HIS 105 The World in the 20th Century or

HIS 101 or 102 History of Western Civilization

ECO 201 and 202 Principles of Economics I and II

Humanities 11-12

Two intermediate foreign language courses or two advanced foreign language literature courses. See note in 2 below.

One course in philosophy or religion.

One course in art, music or theatre arts.

Physical education 2

Physical education activity courses

2. SPECIALIZED STUDIES IN LANGUAGE AND THE SOCIAL SCIENCES

Language component (FRN, GER, JPN or SPN) 18*

FRN, GER, JPN or SPN 343 Composition

FRN, GER, JPN or SPN 361 for International Trade

Business FRN, GER, JPN or SPN 446/447

An additional six hours in advanced literature, culture or technical language

*Note: Nine of these 18 hours may count toward Basic Studies provided they are in foreign language and advanced literature.

Language and international trade area studies 9

GEO/HIS 316 History and Geography of Modern Europe

or GEO/HIS 317 or 326 History and Geography of

Spanish America or Japan 6

One of the following 3

PLS 211 Introduction to Comparative Government, PLS 212

Introduction to International Relations, PLS 341

International Law, PLS 342 International Organization,

PLS 354 Government and Politics of Canada, PLS 367

Contemporary Political Systems of Latin America,

PLS 412 Comparative Legal Systems

3. BUSINESS CORE AND BUSINESS MAJOR 57-60

All 200-level core courses must be completed before admission to the College of Business. All core courses will have an international component.

Business core 33

MGT 202 Business Communication 3

ORI 215 Introduction to Business Information Systems 3

ORI 265 Business Statistics I	3
ACC 240 and 241 Principles of Accounting	6
LAW 293 Legal Environment of Business	3
FIN 350 Principles of Finance	3
ORI 374 Production/Operations Management	3
MKT 360 Principles of Marketing	3
MGT 386 Organization Theory and Development	3
MGT 490 Business Policy	3

Business major 24-27

Choose one of the following:

- Accounting
- Business Computer Systems
- Finance
- General Business
- Management
- Marketing
- Production/Operations Management
- Economics

See 4.b. below regarding restricted electives.

4. OTHER INTERNATIONAL COURSES 15-18

- a. Required 12
- FLA 387 Cooperative Education (Spring/Summer available) 3
- FLA 450 In preparation:
- Seminar in Language and World Business 3

MKT 460 International Marketing	3
ECO 370 Comparative Economic Systems or ECO 480 International Economics	3
b. Choose ~~two~~ restricted electives from world business courses**	3-6
MKT 375 International Transportation and Logistics	3
MGT 362 Managing World Business Communications	3
MGT 495 International Management	3
FIN 370 International Finance	3
ORI 473 Production/Operations Management-A World Business View	3
ACC ____ In preparation:	
International Accounting	3

**These two required courses are approved as "restricted electives" in the departments providing them. At least one course must be selected from the major and the second may be selected from any of these offerings. This may satisfy the major requirement regarding "restricted electives."

5. FREE ELECTIVES 0-8

Total* 154

*Some students, including transfer students may require a slightly higher number of hours depending on level of high school language courses.

For more information on the joint BBA-BA degree in language and world business, call or write:

Foreign Language Adviser:

Dr. John Hubbard
219 Alexander Bldg.
Eastern Michigan University
Ypsilanti, Michigan 48197
(313) 487-0130

Business Component:

Ms. Amelia Chan
517C Pray-Harold
Eastern Michigan University
Ypsilanti, Michigan 48197
(313) 487-2344

END

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